William F. Watkins, Jr.
President
Southside Community Hospital Association, Inc.

The President's Message

November, 1976

Dear Friend of Southside Hospital:

As 1976 draws to an end, Southside Community Hospital commences its Golden Anniversary year, a period which will allow for reflection, with great pride and satisfaction, upon its many positive accomplishments in medical care for the citizens of its seven-county service area. With equal responsibility, we must also look to a period of positive achievement that will produce a medical facility capable of meeting the many challenges the future will surely thrust upon it.

The history of the Hospital is one of outstanding service, and literally thousands of our citizens have availed themselves of its healing capabilities. Its mission has never been an easy one, however, and its professional staff has labored under many shortcomings in both facilities and equipment. Any such inadequacies, however, have more than been compensated for by the staff's high degree of dedication to purpose. Because of this dedication and the Hospital's philosophy of quality treatment at lowest possible cost, many have been treated who might otherwise have been forced to go without professional care.

Southside now looks with confidence to another chapter in its life of humanitarian service. To some extent, the Hospital is a victim of the times. So it has been in the past. Most certainly it will be again in the future, for like any hospital, it lives with one constant — change!

New technologies! New techniques! The demand for new services! All of these are catalysts which dictate that a healing institution remain attuned to the times. Southside Hospital has done extremely well in meeting effectively past challenges which have confronted it. A crucial turning point has now been reached, however. To keep abreast of today's needs and to be able to deal with a challenging future from a position of strength, the Hospital must substantially modify its physical plant with the addition of a modern patient care wing and subsequent renovations to certain current facilities.

This booklet, aptly titled Achievement, *enumerates some of the needs of this institution and how they can and will be accomplished through current construction. As you read, you will also recognize that while these are critical needs now, a portion of high priority construction cannot proceed without additional resources.* Achievement *also touches upon how the needed resources can be attained and how Southside Hospital can continue to maintain a high standard of medical service for our area for many years to come.*

Let me urge you to read this booklet in its entirety now. It will only take a few minutes, and I am certain you will find its contents to be revealing and of great personal interest.

Southside Hospital literally stands on the threshold of a new era of medical service for its people. I am confident that you will want to play a part in the achievement of this goal.

Cordially,

William F. Watkins, Jr.

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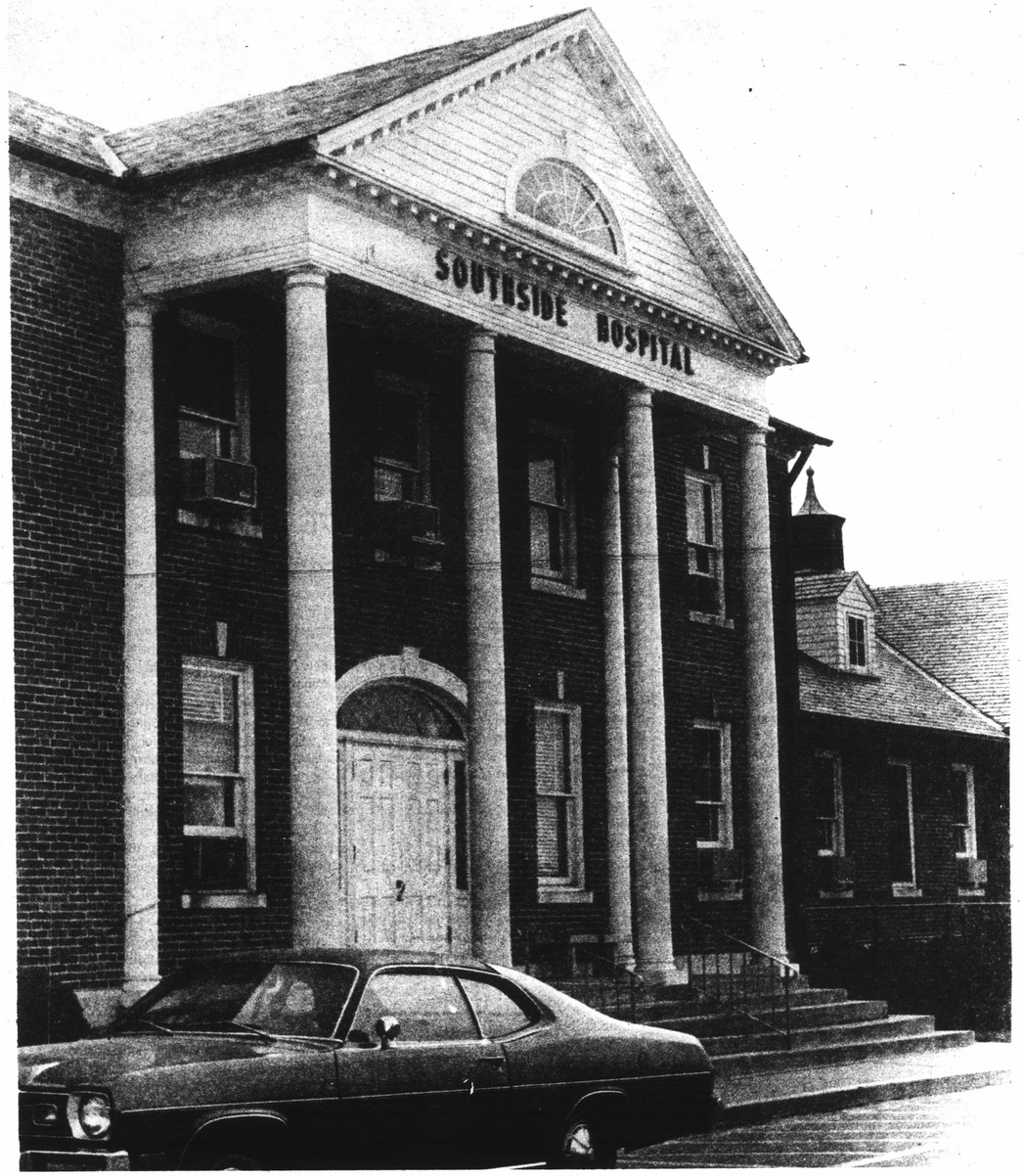

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